

Introduction

NovaGaming N.V with reg. number 164322 is the company which is operating on project Mayan on the domain <https://mayan.bet>. We work in Latin America under Curacao license. To be precise, we started with an operation in Brazil

Our product operated on TurnKey solution under the GeminiLab N.V., the company incorporated under the laws of Curacao, with registration number 142919 software using TurnKey solution. Product Mayan has a hybrid of betting and casino with 60% betting part and 40% casino part.

Executive summary: Business Case

Aim: Operating with the iGaming product with casino and betting onboard and obtain a 400-500% of the ROMI. And achieve profit from the product which equal 5 000 000\$

Hypotheses: Using TurnKey solution to validate hypotheses that 1\$ spend on the traffic will give us 4\$-5\$ of revenue. And CLT of casino user 5-7 months and CLT of betting user 7-9 months.

Realisation: Operating the company, with the licence, bank account, payment methods, and operation and marketing team to successfully recoup the product till 15.06.2025.

Products and Services

The product - iGaming hybrid with casino and betting on sport and cybersport events.

Casino part: Casino module with slot games, crash games, table games, roulette games, BlackJack games, Baccarat games and Live games from (Pragmaticplay, PG Soft, Spribe, Booming, 3 Oaks, Bgaming, Spinomenal, Smartsoft, Gaming Crops, SlotMatrix, Playtech, Microgaming, Endorphina, Evoplay, Bragg, iSoftBet, Light & Wonder, Wazdan, Evolution, Pushgaming, Amatic, Gamebeat, Playson, Habanero, Spinmatic, Amusnet, Mancala, Belatra, Playson, SYNOT, Wizard Games, SkyWind, Hacksaw Gaming, NetEnt, Galaxsys, Darwin, Mascot Gaming)

Betting part: Betting module have antifraud function and has such disciplines: Football, Basketball, Tennis, Baseball, Boxing and MMA, Racing, Rugby

Billing part: The module has antifraud and 3ds systems and has such payment methods: PIX, PicPay, Boleto Bancario, Visa and Mastercard, Banco do Brasil, Bradesco, Caixa, Itaú, Santander, SafetyPay, Bank Transfer, LOTOPAY, Deposit EXPRESS, Pay4Fun, INOVAPAY WALLET, Neteller, Skrill and Skrill 1 Tap, EcoPayz and Paysafecard.

Market

We will operate in the Latin America market where it's possible under the Curacao license. The first country where we started operating in Brazil, and we are aiming to launch in Peru and Mexico during stage 2(in 2025).

Risks

- 1 Bad traffic which not give us 500% of ROMI.
- 2 Bad retention and bad retention system.
- 3 New laws which will forbid us to operate on choosed market.
- 4 Not enough features in the platform which we need.
- 5 Not enough conversion of payments on choosed PS.
- 6 Not though skills of team members from (retention and acquisition departments).
- 7 Not interesting games for our users.
- 8 Not reaching expected conversion from reg to dep.
- 9 Not enough LTV of casino and betting users.
- 10 Series of jackpot winning.

Opportunities

According to the Delasport portal for 2023, with a total population of 212 million, 163 million were network users, of which 151 million were active smartphone users. According to analytics, since 2018, the number of Internet users has grown by 10% by 2023, and the trend continues. The country's iGaming market was worth \$2.1 billion last year and is expected to grow to \$2.6 billion by 2026.

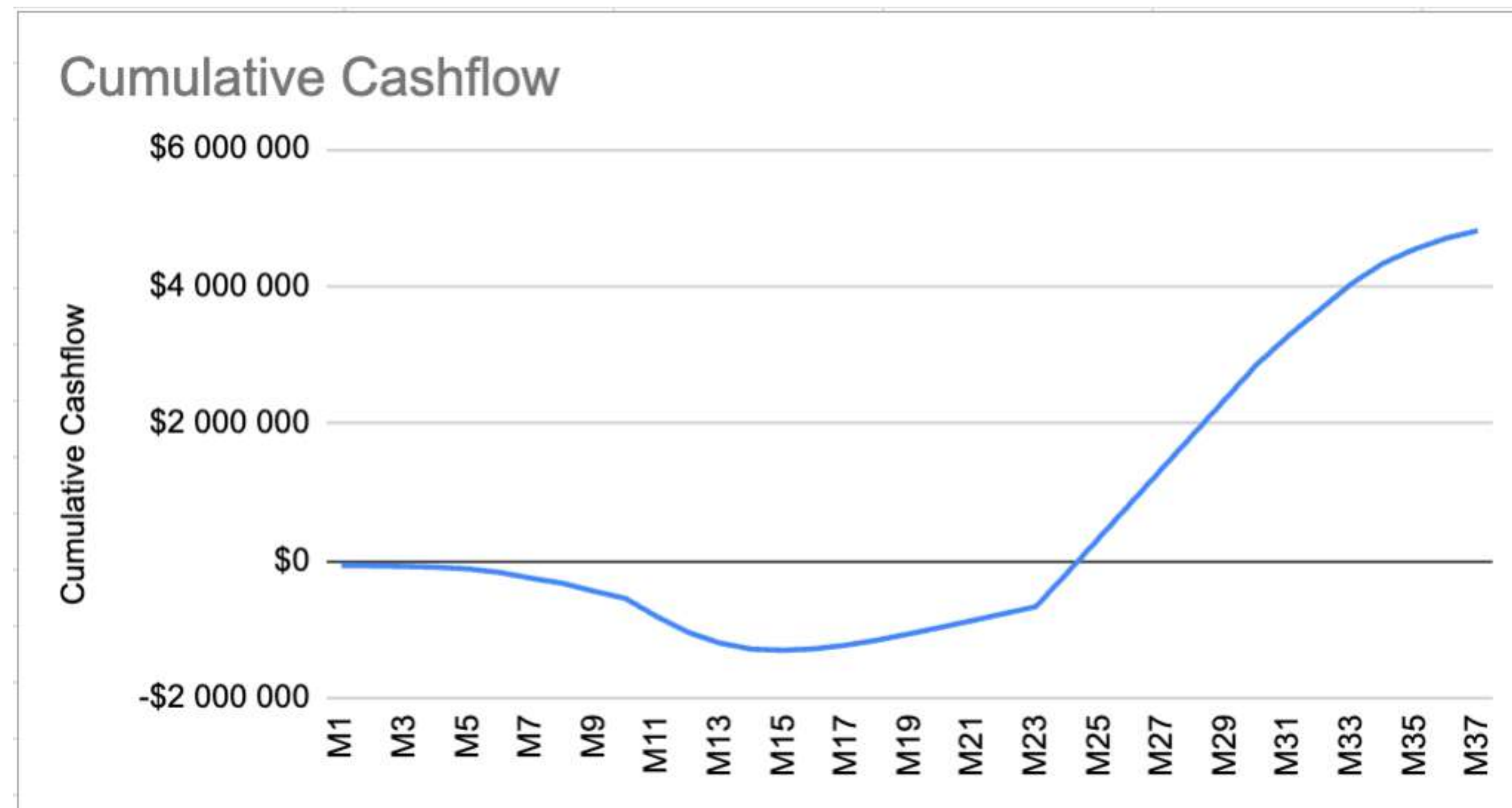
Residents in Brazil are a gambling people, they love to spend time and money on iGaming, not because of earnings, but for the sake of fun. As the Grupo Globo portal reported in 2023, in this South American country, 67% of the population is interested in iGaming products, among whom are mainly men 22-35 years old.

The process of legalizing the iGaming sector in Brazil has been going on for more than 5 years, and each time the adoption of a specific law is postponed. Even now, a “temporary measure” has been introduced there, so no one expects any special changes in connection with legalization. The real change will come when ad networks adapt to legal requirements.

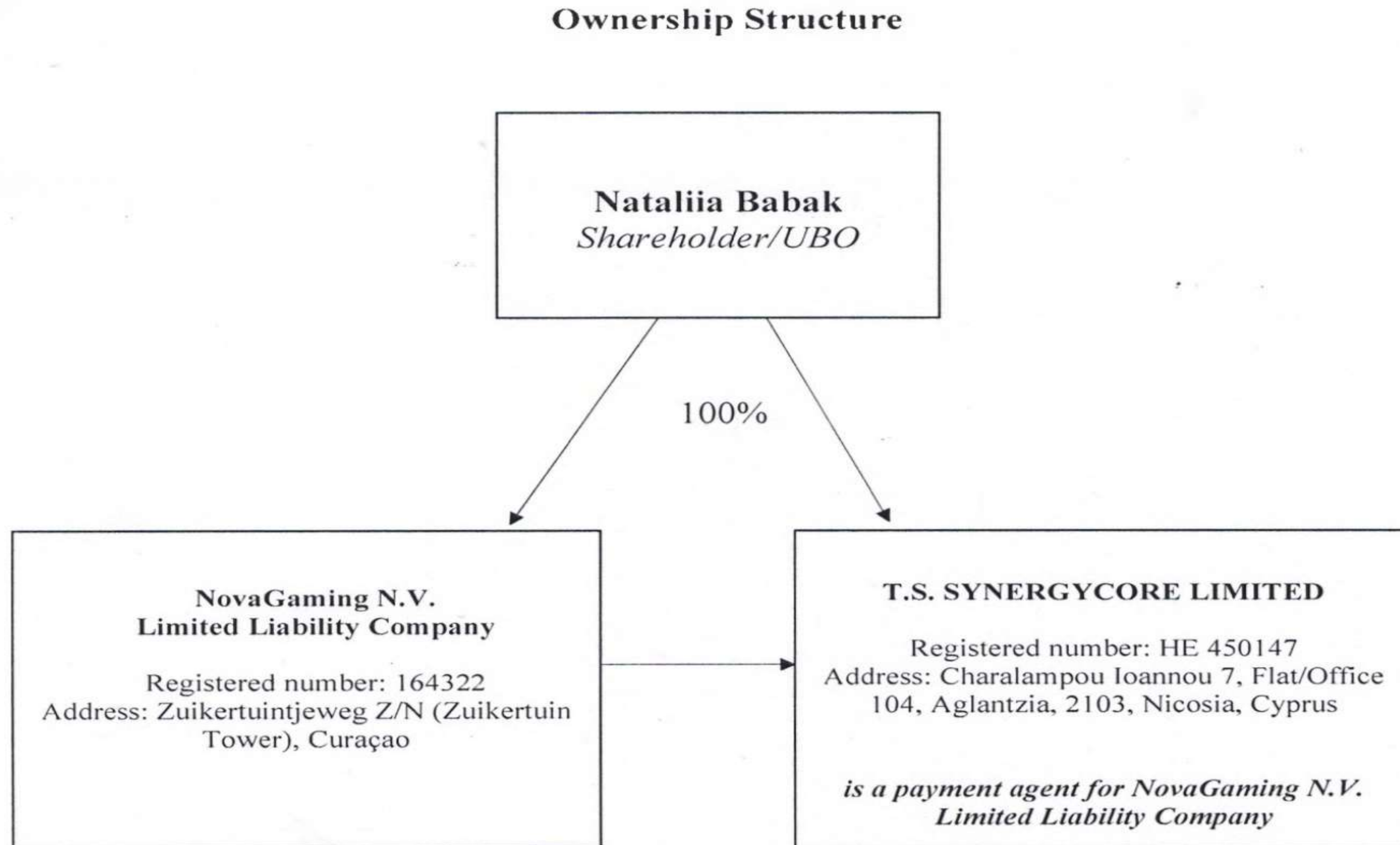
And we expected to get from 3% to 7% of the Brazil market to the end of 2025.

Capital requirements and Financial objectives

Under our calculations of PnL we need to spend \$1 274 649 to get the payback points and receiving to earning money. We expect to get first operational profit on 11 month and get investment profit on the 22 month.



Company structure



Products and services:

Acquiring and payment of funds and Account's settlement

We are planning for Acquiring and payment of funds for deposits and withdrawals the next payment methods: PIX, PicPay, Boleto Bancario, Banco do Brasil, Bradesco, Caixa, Itaú, Santander SafetyPay, Bank Transfer, LOTOPAY, Deposit EXPRESS, Pay4Fun, INOVAPAY WALLET, Neteller, Skrill and Skrill 1 Tap, EcoPayz, Paysafecard, Visa and MasterCard.

We are planning settlement from time to time to our bank account on Payswix opened our our Cyprys company T.S. SYNERGYCORE LIMITED.

Now we are working with the next payment systems: Pagsmile(pagsmile.com), Interkassa(interkassa.com) and Paycos(paycos.com).

Product`s features, qualities and significance

Our software developed by GeminiLab N.V software development and have all necessary features to operate casino and betting.

The main Casino features: deposit, withdrawal, demo game play, game on real money, bonuses for(deposit, Free spins, no deposit, cashback and complimentary points), blocking and checking users on fraud, different game categories and all information about user in his profile.

The main Betting features: deposit, withdrawal, ordinar bet, express bet, bonuses for(deposit, free bet, no deposit, cashback and safe bet), blocking and checking users on fraud, different game categories and all information about user in his profile.

All software certificated by Curacao and all games have RNG certificates with average RTP of 96%.

Payment Software description

“Corefy” (corefy.com) responsible for our billing module.

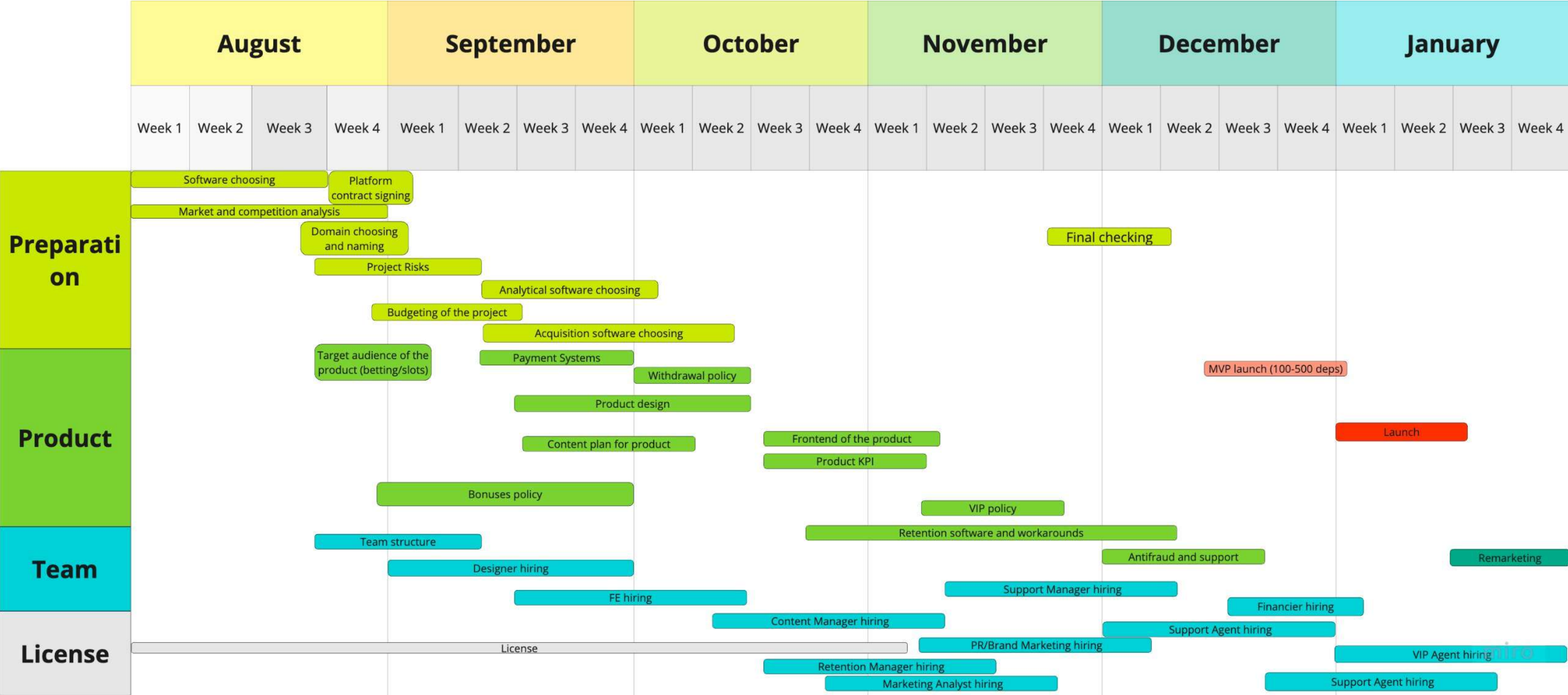
It's a billing software which integrated in the GeminiLab N.V software and it have many features like: routing, cascading, commission limits and payment limits(deposit and withdrawal).

Corefy has many payment systems integrated in it needed payment systems are available on it, which we specified in previous slides.

Key suppliers

-  GeminiLab N.V. - TurnKey solution(TurboPlatform) - with all necessary modules for casino and betting.
-  Hub88 - game aggregator integrated in the TurboPlatform, and provide more 55 game providers with RNG certificates for each game.
-  Infingames game aggregator integrated in the TurboPlatform, and provide more 30 game providers with RNG certificates for each game.
-  Corefy - billing module with more than 150 payment systems onboard.
-  Alanbase - affiliate marketing analytic system.
-  Tableau - product analytic system.
-  Customer.io - retention CRM system.

Implemented project roadmap



Cost of the Project and Sources of Financing

Inputs	
Platform fee	5%
Platform setup	\$33 000
Games fee	11%
InOut	73%
Payments in	5%
Payments out	2,5%
FTE setup cost	\$2 500
FD cost	\$43
Payroll dev	\$0
FTE dev	10
Payroll operation	\$0
FTE operation	20
RTP casino	97%
Bet ratio casino	10
RTP Sport	94%
Bet ratio sport	5
Betting %	0,6
Casino %	0,4

		Dev Phase					Test phase	Operation phase						
		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13
People		\$5 500	\$5 500	\$8 000	\$11 000	\$15 000	\$25 000	\$25 000	\$25 000	\$33 000	\$38 000	\$38 000	\$38 000	\$43 000
Platform		\$33 000	\$0	\$0	\$0	\$0								
Infra		\$0	\$0	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Office		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Furniture/Hardware		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other/Unexpected		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Services		\$0	\$0	\$0	\$1 500	\$6 000	\$6 000	\$6 000	\$6 000	\$6 000	\$6 000	\$6 000	\$6 000	\$6 000
Corefy		\$0	\$0	\$0	\$0	\$2 400	\$2 400	\$2 400	\$2 526	\$3 530	\$4 722	\$6 000	\$6 611	\$7 790
Legal/Licence		\$25 000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10 000	\$0
Promotion costs (converted bonus) from GGR %		0,00%	0,00%	0,00%	0,00%	0,00%	30,00%	30,00%	30,00%	20,00%	20,00%	20,00%	20,00%	15,00%
Promotion costs (converted bonus) from GGR		\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$1 514,86	\$3 910,31	\$8 380,10	\$12 216,50	\$20 084,71	\$38 614,68	\$59 649,49	\$62 250,97
Deposit sum		\$0	\$0	\$0	\$0	\$0	\$15 028	\$38 793	\$83 136	\$181 793	\$298 880	\$574 623	\$887 641	\$1 235 138
Total Bets		\$0	\$0	\$0	\$0	\$0	\$105 199	\$271 549	\$581 951	\$1 272 552	\$2 092 157	\$4 022 363	\$6 213 488	\$8 645 968
Total Wins		\$0	\$0	\$0	\$0	\$0	\$100 149	\$258 515	\$554 017	\$1 211 469	\$1 991 733	\$3 829 289	\$5 915 241	\$8 230 962
GGR		\$0	\$0	\$0	\$0	\$0	\$5 050	\$13 034	\$27 934	\$61 082	\$100 424	\$193 073	\$298 247	\$415 006
OUT							\$10 971	\$28 319	\$60 689	\$132 709	\$218 182	\$419 475	\$647 978	\$901 651
Marketing (CPA)		\$0	\$0	\$0	\$0	\$0	\$20 000	\$30 000	\$50 000	\$100 000	\$100 000	\$300 000	\$300 000	\$300 000
Marketing (Hybrid)														
Operational expences before marketing		\$113 500												

As a source of financing, we are using own funds of beneficiar, reinvestment money from product operation and traffic payback, and investors money which we have in reserve.

The total sum of money that will be spent on the project will not equal \$1 274 649 and will be much lower.

Cost of the Project

[illegible]

Cost of the Project

[illegible]

Market analysis and marketing strategy: SWOT analysis of the company

Strengths:

- 1 Regulatory Dependency: The company's vulnerability to changes in gambling regulations poses a strategic weakness. Developing contingency plans and proactively engaging with regulatory bodies can help mitigate this risk.
- 2 Brand Perception Challenges: Addressing negative perceptions associated with gambling is crucial. Implementing responsible gaming initiatives and transparent communication can help improve public perception.
- 3 Competitive Edge: Assessing and enhancing the company's unique value proposition is essential to stand out in a competitive market. Identifying and addressing weaknesses in comparison to competitors is a key focus.
- 4 Technological Lag: Falling behind in technological advancements can hinder user experience and customer retention. Continuous investment in cutting-edge technology ensures the company remains at the forefront of innovation.

Market analysis and marketing strategy: SWOT analysis of the company

Weaknesses:

- 1 Regulatory Dependency: The company's vulnerability to changes in gambling regulations poses a strategic weakness. Developing contingency plans and proactively engaging with regulatory bodies can help mitigate this risk.
- 2 Brand Perception Challenges: Addressing negative perceptions associated with gambling is crucial. Implementing responsible gaming initiatives and transparent communication can help improve public perception.
- 3 Competitive Edge: Assessing and enhancing the company's unique value proposition is essential to stand out in a competitive market. Identifying and addressing weaknesses in comparison to competitors is a key focus.
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Market analysis and marketing strategy: SWOT analysis of the company

Opportunities:

- 1 Sports Partnerships: Exploring partnerships with popular sports teams or events in Brazil provides an opportunity to enhance brand visibility and attract a dedicated sports enthusiast customer base.
- 2 Mobile Optimization: The increasing use of smartphones presents an opportunity for mobile optimization. Developing a user-friendly and feature-rich mobile platform can tap into the growing mobile gaming market.
- 3 Innovative Features: Identifying and integrating innovative features, such as virtual reality experiences or personalized gamification elements, can set the company apart and attract a tech-savvy audience.
- 4 Customer Engagement Strategies: Implementing targeted customer engagement strategies, such as loyalty programs or personalized promotions, can foster customer loyalty and increase customer lifetime value.

Market analysis and marketing strategy: SWOT analysis of the company

Threats:

- 1 Regulatory Uncertainty: Ongoing regulatory uncertainty poses a significant threat. Establishing strong relationships with regulatory authorities and remaining agile in adapting to changes is crucial.
- 2 Cybersecurity Risks: With the increasing reliance on online platforms, cybersecurity threats are a concern. Strengthening cybersecurity measures and regularly updating security protocols are paramount.
- 3 Economic Downturn: Economic downturns can impact consumer spending on non-essential activities. Developing flexible pricing strategies and value-added services can help mitigate the impact.
- 4 Social Responsibility Pressures: Increasing awareness of social issues related to gambling addiction may lead to public and regulatory pressures. Implementing and communicating robust responsible gaming measures is essential to address these concerns.

Macro environment factors that create opportunities for the company

- Regulatory Evolution:**

1 Opportunity: Stay abreast of evolving regulations in Brazil's gambling industry. If there's a trend towards more liberal regulations, it opens doors for expanding product offerings and market reach
- Mobile Adoption Trends:**

2 Opportunity: The increasing adoption of smartphones in Brazil provides an opportunity to enhance the company's mobile platform. Mobile optimization can tap into a wider audience and cater to the on-the-go preferences of consumers.
- Sports Culture and Events:**

3 Opportunity: Brazil's strong sports culture, including football (soccer), presents an opportunity to create engaging sports betting experiences. Partnering with popular sports events or teams can boost brand visibility.

Macro environment factors that create opportunities for the company

Cultural Shifts in Entertainment Preferences:

4

Opportunity: As entertainment preferences evolve, there's an opportunity to align the gambling and betting experience with cultural shifts. Understanding and incorporating popular entertainment trends into the platform can attract a broader audience.

Data Analytics and Personalization:

5

Opportunity: Leveraging data analytics for personalized customer experiences can enhance engagement and loyalty. Tailoring promotions, recommendations, and user interfaces based on individual preferences can lead to increased user satisfaction.

Global Connectivity:

6

Opportunity: Brazil's connectivity with the global market provides an opportunity for international partnerships, collaborations, and access to a diverse customer base.

BCG Matrix Analysis

Stars (High Market Share, High Market Growth):

Product/Service: Live Esports Betting Platform.

1

Rationale: With the rising popularity of esports and the potential for live betting experiences, this product has a high market share and is positioned in a rapidly growing market. It has the potential to become a star with further investment in technology, partnerships, and user engagement strategies.

Question Marks (Low Market Share, High Market Growth):

Product/Service: Cryptocurrency Betting Options.

2

Rationale: The integration of cryptocurrency betting options is innovative and aligns with the growing interest in digital currencies. While it currently has a lower market share, the high growth potential of cryptocurrency trends presents an opportunity.

Cash Cows (High Market Share, Low Market Growth):

Product/Service: Classic Slot Games.

3

Rationale: Classic slot games have a stable and high market share but may be in a market with slower growth. These are cash cows, providing a steady income.

Dogs (Low Market Share, Low Market Growth):

Product/Service: Traditional Bingo Halls.

4

Rationale: Traditional Bingo Halls may have limited market share and operate in a slower-growing market.

Consumers of the company

Sports Enthusiasts:

1

Characteristics: Individuals who are passionate about sports, including football (soccer), basketball, and other popular sports in Brazil.

Preferences: Engage in sports betting, live betting during matches, and may be interested in sports-themed casino games.

Casino Gamers:

2

Characteristics: Fans of casino games such as slots, poker, blackjack, and roulette.

Preferences: Enjoy a variety of casino games, may participate in tournaments, and appreciate innovative features in the gaming experience.

Esports Fans:

3

Characteristics: Tech-savvy individuals with a strong interest in esports and competitive gaming.

Preferences: Engage in esports betting, live streaming of esports events, and may be attracted to gamified experiences related to esports.

Social Gamblers:

4

Characteristics: People who view gambling as a social activity and enjoy the community aspect.

Preferences: Participate in multiplayer games, social casino features, and may be drawn to promotions that involve social interaction.

Consumers of the company

Cryptocurrency Users:

5

Characteristics: Individuals familiar with and comfortable using cryptocurrencies.

Preferences: Interested in cryptocurrency betting options, appreciate the security and privacy features of crypto transactions.

Casual Gamblers:

6

Characteristics: Individuals who engage in gambling and betting for entertainment rather than as a primary activity.

Preferences: Enjoy a mix of games, may prefer simpler interfaces, and are attracted to promotions and bonuses.

Local Entertainment Seekers:

7

Characteristics: People who seek local entertainment options for leisure.

Preferences: May be drawn to traditional bingo halls or local betting kiosks for a familiar and social gambling experience.

Project Targets: casino

	FD cost	43			
	Traffic budget	1000			
RD month	Month	Active players %	Deposits count	Average deposit	Dep amount
	1 FD	100	23,26	\$7,50	\$226,74
	1 RD	150	34,88	\$7,50	\$340,12
10	2	25	58,14	\$10,50	\$793,60
15	3	20	69,77	\$10,92	\$990,42
20	4	21	97,67	\$12,60	\$1 599,91
25	5	19	110,47	\$16,20	\$2 326,40
20	6	13	60,47	\$12,50	\$982,56
20	7	13	60,47	\$11,16	\$877,23
15	8	13	45,35	\$11,40	\$672,07
15	9	8	27,91	\$11,58	\$420,11
10	10	0	0,00	\$10,50	\$0,00
9	11	0	0,00	\$10,50	\$0,00
9	12	0	0,00	\$10,50	\$0,00
	13	0	0,00	\$10,50	\$0,00
	14	0	0,00	\$10,50	\$0,00
	15	0	0,00	\$10,50	\$0,00
	16	0	0,00	\$10,50	\$0,00
	17	0	0,00	\$10,50	\$0,00
Exptra traffic unpaid	18	0			
	n19	100	2,325581395	\$7,50	\$17,44
10	n20	25	5,813953488	\$7,50	\$43,60
15	n21	20	6,976744186	\$10,50	\$73,26
20	n22	21	9,76744186	\$10,92	\$106,66
25	n23	19	11,04651163	\$12,60	\$139,19
20	n24	13	6,046511628	\$16,20	\$97,95
20	n25	13	6,046511628	\$12,50	\$75,58
15	n26	13	4,534883721	\$11,16	\$50,61
15	n27	8	2,790697674	\$11,40	\$31,81
10	n28	0	0	\$11,58	\$0,00
9	n29	0	0	\$10,50	\$0,00
9	n30	0	0	\$10,50	\$0,00
	n31	0	0	\$10,50	\$0,00
				Sum	
				ROMI 18 month	\$9 865,26

Project Targets: betting

	FD cost	35			
	Traffic budget	1000			
RD month	Month	Active players %	Deposits count	Average deposit	Dep amount
	1 FD	100	28,57	\$7,50	\$321,43
	1 RD	150	42,86	\$7,50	\$482,14
3,333333333	2	45	42,86	\$10,92	\$702,00
5	3	35	50,00	\$12,60	\$945,00
6,666666667	4	33	62,86	\$16,20	\$1 527,43
8,333333333	5	30	71,43	\$12,50	\$1 339,29
6,666666667	6	25	47,62	\$11,16	\$797,14
6,666666667	7	22	41,90	\$11,40	\$716,57
5	8	20	28,57	\$11,58	\$496,29
5	9	17	24,29	\$10,50	\$382,50
3,333333333	10	15	14,29	\$10,50	\$225,00
3	11	10	8,57	\$10,50	\$135,00
3	12	7	6,00	\$10,50	\$94,50
2	13	5	2,86	\$10,50	\$45,00
	14	0	0,00	\$10,50	\$0,00
	15	0	0,00	\$10,50	\$0,00
	16	0	0,00	\$10,50	\$0,00
	17	0	0,00	\$10,50	\$0,00
Exptra traffic unpaid	18	0			
	n19	100	2,857142857	\$7,50	\$21,43
3,333333333	n20	45	4,285714286	\$10,50	\$45,00
5	n21	35	5	\$10,92	\$54,60
6,666666667	n22	33	6,285714286	\$12,60	\$79,20
8,333333333	n23	30	7,142857143	\$16,20	\$115,71
6,666666667	n24	25	4,761904762	\$12,50	\$59,52
6,666666667	n25	22	4,19047619	\$11,16	\$46,77
5	n26	20	2,857142857	\$11,40	\$32,57
5	n27	17	2,428571429	\$11,58	\$28,12
3,333333333	n28	15	1,428571429	\$10,50	\$15,00
3	n29	10	0,8571428571	\$10,50	\$9,00
3	n30	7	0,6	\$10,50	\$6,30
2	n31	5	0,2857142857	\$10,50	\$3,00
				Sum	
				ROMI 18 month	\$8 725,51

Financial Plan: Planned revenues from payment services

	M1-M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16
TOTAL IN(deposits)	0	\$15 028	\$38 793	\$83 136	\$181 793	\$298 880	\$574 623	\$887 641	\$1 235 138	\$1 657 630	\$2 101 892	\$2 336 756
<u>TOTAL OUT(withdrawals)</u>	0	\$10 971	\$28 319	\$60 689	\$132 709	\$218 182	\$419 475	\$647 978	\$901 651	\$1 210 070	\$1 534 381	\$1 705 832

M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29
\$2 535 513	\$2 670 589	\$2 764 049	\$2 797 461	\$2 816 766	\$2 829 240	\$2 835 180	\$5 444 934	\$5 444 934	\$5 444 934	\$5 444 934	\$5 444 934	\$5 444 934
\$1 850 924	\$1 949 530	\$2 017 756	\$2 042 147	\$2 056 239	\$2 065 345	\$2 069 682	\$3 974 802	\$3 974 802	\$3 974 802	\$3 974 802	\$3 974 802	\$3 974 802

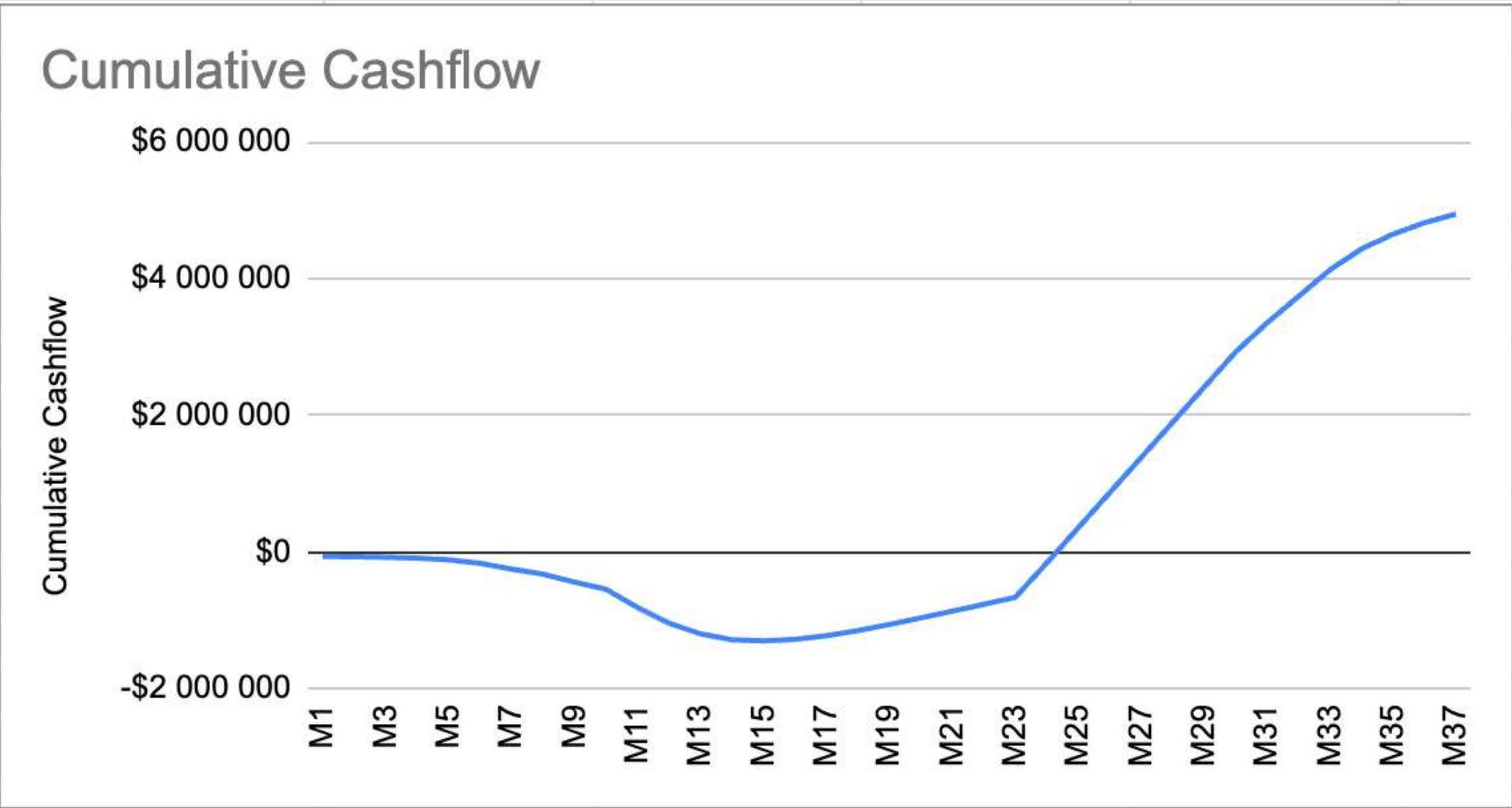
M30	M31	M32	M33	M34	M35	M36	M37
\$5 444 934	\$4 893 402	\$4 657 911	\$4 657 911	\$4 144 293	\$3 572 030	\$3 284 498	\$3 026 823
\$3 974 802	\$3 572 184	\$3 400 275	\$3 400 275	\$3 025 334	\$2 607 582	\$2 397 683	\$2 209 581

Financial Plan: Planned Profit and Loss

	Dev Phase					Test phase	Operation phase							
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14
NGR						\$1 701	\$4 391	\$9 410	\$26 685	\$43 873	\$84 349	\$130 297	\$202 056	\$271 172
Expences	\$63 500	\$5 500	\$8 200	\$12 700	\$23 600	\$53 600	\$88 600	\$83 726	\$142 730	\$148 922	\$350 200	\$360 811	\$356 990	\$358 423
Profit	-\$63 500	-\$5 500	-\$8 200	-\$12 700	-\$23 600	-\$51 899	-\$84 209	-\$74 316	-\$116 045	-\$105 049	-\$265 851	-\$230 514	-\$154 934	-\$87 251
Cumulative Cashflow	-\$63 500	-\$69 000	-\$77 200	-\$89 900	-\$113 500	-\$165 399	-\$249 608	-\$323 924	-\$439 968	-\$545 017	-\$810 869	-\$1 041 383	-\$1 196 316	-\$1 283 568

M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30
\$343 849	\$382 270	\$414 785	\$436 882	\$452 171	\$457 637	\$460 795	\$462 835	\$463 807	\$890 737	\$890 737	\$890 737	\$890 737	\$890 737	\$890 737	\$890 737
\$359 930	\$360 727	\$361 401	\$361 859	\$362 176	\$362 289	\$362 355	\$362 397	\$362 417	\$388 270	\$376 270	\$376 270	\$376 270	\$376 270	\$376 270	\$376 270
-\$16 081	\$21 543	\$53 384	\$75 023	\$89 995	\$95 347	\$98 440	\$100 438	\$101 390	\$502 467	\$514 467	\$514 467	\$514 467	\$514 467	\$514 467	\$514 467
-\$1 299 649	-\$1 278 106	-\$1 224 722	-\$1 149 699	-\$1 059 705	-\$964 357	-\$865 918	-\$765 479	-\$664 090	-\$161 623	\$352 844	\$867 311	\$1 381 777	\$1 896 244	\$2 410 711	\$2 925 178

M31	M32	M33	M34	M35	M36	M37
\$800 512	\$761 988	\$761 988	\$677 965	\$584 348	\$537 311	\$495 158
\$374 399	\$373 600	\$373 600	\$371 858	\$369 917	\$368 942	\$368 067
\$426 112	\$388 387	\$388 387	\$306 107	\$214 431	\$168 369	\$127 090
\$3 351 290	\$3 739 677	\$4 128 065	\$4 434 171	\$4 648 603	\$4 816 972	\$4 944 063



Target KPIs and business objectives

- ① LTV of casino user - 15\$.
- ② CLT of casino user - 5-7 month.
- ③ ARPPU of casino - 30\$.
- ④ LTV of betting user - 25\$.
- ⑤ CLT of betting user - 7-9 month.
- ⑥ ARPPU of betting - 50\$.
- ⑦ Retention rate 15%-25% for casino user.
- ⑧ Retention rate 20%-30% for betting user.
- ⑨ AVG dep - 10\$.
- ⑩ Conversion from reg to FTD - 7%.
- ⑪ Conversion from FTD to STD - 33%
- ⑫ Conversion to 5th dep - 17%.

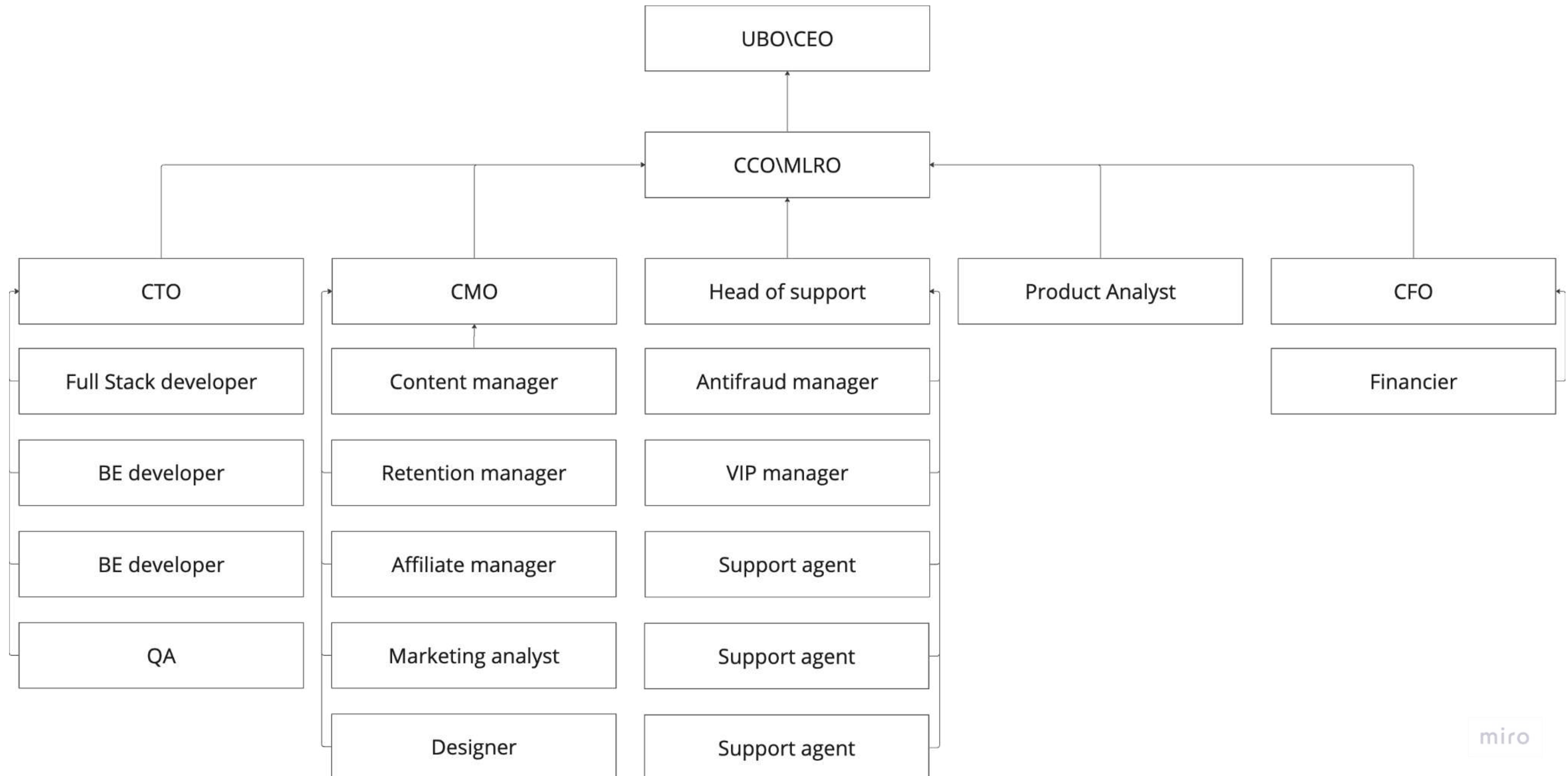
Marketing KPI and business objectives

- 1 CAC for casino CPA model - 43\$
- 2 CAC user for betting CPA model - 35\$
- 3 CAC revshare model - up to 55% from NGR.
- 4 CAC PPC model - 0.1\$-0.4\$ for 1000 views.
- 5 FTD count per month - from 300 to 1500.

The business measures success on long-term business objectives according to our product and marketing KPI.

And according to our financial PnL measured profit per month on the cumulative cash flow chart. And base on it' our main aim for the next 3 years to achieve profit from the project which is equal to 5 000 000\$.

Company management structure



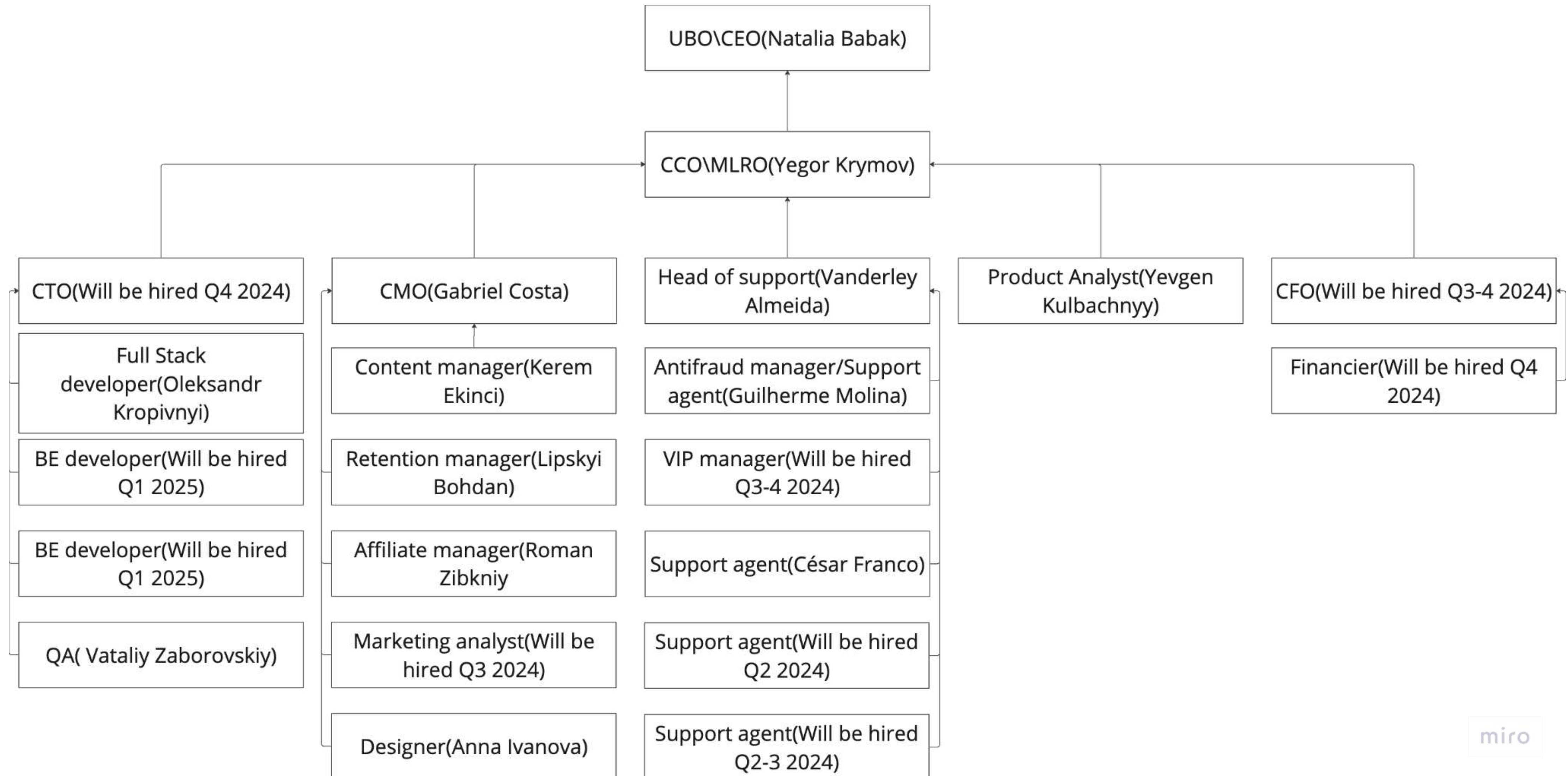
Company management structure

We are operating using the lean methodology and hiring specialists only when we have a strict pull of responsibilities.

We here only middle+ and senior specialists to avoid additional risks which can be at hiring junior and middle specialists. Our interview process consists of: an HR interview, a hard skills interview, a technical task and a soft skills interview(meeting with the team).

Now we are using the WL solution, but we are planning to buy source code and create our own development department in Q3-Q4 2024.

Company management structure(the team)



Board and board members

To our board includes:

- UBO\CEO - Natalia Babak
- CCO\MLRO - Yegor Krymov
- CMO - Gabriel Costa

During the process of negotiation and if we need additional expertise we invite to the meeting other company members such as the head of support, analyst, antifraud manager, retention and acquisition manager.

For our legal - we use services from Lextensio LTD company who provide us a spectrum of legal services and consultation in all vectors of our company.

Board and decision-making

During the board meeting for decision-making, we use ESG framework, but all our decisions are based on data and legal no matter what the problem we try to solve.

We are using external(market) data and internal(our own product) data which we got from users to make our decisions data-driven only.

According to some changes in policies for users or in product policies, we make requests to Lextensio company so that they check that it complies with the legislation and the license of Curacao

Risks

1 PnL mistakes:

- a
 - 1. Traffic is not paying off:
 - 2. Search for other traffic sources
 - 3. Changing the model from CPA to hybrid
 - 4. Purchasing pure casino traffic
 - 5. Purchasing pure sports traffic
 - 6. Changes to KPIs for traffic

- b
 - 1. Retention does not reach the planned level:
 - 2. Increase in retention load in letters and SMS
 - 3. Using telephone retention
 - 4. Building an analytical CJM for the retention department, identifying the steps at which users get stuck
 - 5. Using bonuses on TurboGames or copies with lower RTP games (questionable)

Risks

2

GEO

a Entering local licenses

1. Obtain a local license if it is economically justifiable
2. Change GEO

b Site blocking

1. Change GEO

3

Team

c Problems with Acquisition

1. Hiring another acquisition specialist
2. Connecting affiliate expertise
3. AB testing of Landos

d Problems with operational processes

1. Hiring an operations manager
2. Changing processes in the department

Risks

4

Product

a Winning JackPot

1. Budget for PnL
2. Do not use Jackpot games at start
3. Limit Betting on sports, slots and express odds

b Series of big wins

1. Budget for PnL
2. Limit Betting on sports, slots and express odds

c Target audience dump on the funnel

1. Working with product analytics to build CJM by analyzing each point of the pipeline to localize and eliminate causes (CJM begins long before registration)

Risks

4

Product

- d A large amount of fraud in casinos**
 1. Tightening payment policies
 2. Connecting SumSub to deposits
 3. Disabling slots and games that have a lot of fraud

- e A large amount of fraud in sports**
 1. Working with a software provider
 2. Hiring your own anti-fraud manager

Product policies according to Curacao law

Since the product has already been launched and is live, we strictly monitor the product policies to ensure that they comply with the legal requirements and the Curacao license.

All current policies can be found on our product, namely the policies:

- **Terms and conditions:** mayan.bet/en/static/conditions-and-terms
- **Bonus terms:** mayan.bet/en/static/bonus-terms
- **Privacy policy:** mayan.bet/en/static/privacy-policy
- **Responsible gaming:** mayan.bet/en/static/gambling-with-responsibility
- **KYC policy:** mayan.bet/en/static/kyc-policy
- **AML policy:** mayan.bet/en/static/policy-aml

Product policies according to Curacao law

The board believe that policies is 100% correct because they were valid by the Lextensio LTD legal agency and Gaming Services Provider N. V. Holder of Master License #365/JAZ established in Curaçao and totally approved for the operations.

Compliance with product policies and Curacao license requirements is continuously monitored by CCO\MLRO Yegor Krymov